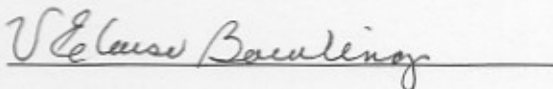


City of Lynchburg - Procurement Division
900 Church Street,
Lynchburg, VA 24504
Telephone No: 434-455-3961
Fax No: 434-845-0711

Date: June 13, 2006

From: V. Eloise Bowling, CPPB, Senior Buyer

RE: Addendum #03- Marketing and Branding Communications Services RFP- 06-340



V. Eloise Bowling, CPPB
Senior Buyer

This addendum must be signed and returned as part of your response package.

READ TERMS AND CONDITIONS AND SIGN

In compliance with the above Invitation for Bid, and subject to all the conditions hereof, the undersigned offers and agrees to comply with any or all of the terms and conditions contained herein, or as mutually agreed upon by subsequent negotiations. This form shall become part of the final file.

Company Name:
Authorized Signature:
Print Name:

Address:
Title:
Telephone #:

Date:

Fax #:

ADDENDUM NUMBER 3

Question:

Evaluation Value criteria - 1st one listed is Quality and Impact of Samples submitted - 5%; and the 3rd one - Creativity of Materials - 25 %.

Does that mean creativity of materials in the presentation or does that also take into account creativity materials in the samples provided.

Answer:

We are referring to the same materials (examples of previous work) in both criteria. However, in the first criteria, we are looking at the quality and impact of the work. In the 3rd criteria, we are looking at how much creativity went into the work. We would be looking for creativity in the overall proposal.

Question: Can you please clarify the "toolkit" referenced in Task 2 of the RFP

Answer:

The RFP is wide in Scope to allow firms to be creative in their proposals. We are looking for fact sheets, talking point papers and other items that can be customized depending upon the audience.

Question:

Does the City of Lynchburg have objections to completing the four tasks in chronological order that differs from the order outlined in the RFP

Answer:

It is up to each offeror to prepare a proposal with the approach they feel best suits the City's request.

Question:

Are there any objections to a horizontal proposal format

Answer:

It is up to each offeror to prepare a proposal with the approach they feel best suits the City's request, following the guidelines under Section I: Submission of Proposals and Section IX: Proposal Preparation.